

**S/N 09/637,728****PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Joseph C. Jenniges et al.

Examiner: Dick Fults

Serial No.: 09/637,728

Group Art Unit: 2761

Filed: August 11, 2000

Docket: 494.005US1

Title: COMPUTERIZED AUCTION SYSTEM FOR USE WITH MULTIPLE  
PURCHASING MEDIA**SUPPLEMENTAL PRELIMINARY AMENDMENT**Commissioner for Patents  
Washington, D. C. 20231

Please amend the above-identified application as follows:

**In the Claims**

Please substitute the claim set in the appendix entitled Clean Version of Pending Claims for the previously pending claim set. The substitute claim set is intended to reflect amendment of previously pending claims 1, 4, 7, 10, 13, and 16, and the addition of new claims 19-22. The specific amendments to individual claims are detailed in the following marked up set of claims.

## 1. (Twice Amended) A computerized auction system comprising:

a database of auction items available for purchasing in accordance with a set of rules associated with an auction, said database including at least one auction item and program data for a plurality of incentive reward programs, the at least one auction item having a bid value, said program data including a program incentive reward media type for each of the plurality of incentive reward programs;

an auction server operative to receive a request from a participant of a plurality of participants for displaying the auction items, said plurality of participants including at least two participants from different incentive reward programs, said participant associated with one of the plurality of incentive reward programs; and

*Prep.  
Supp.  
#5/B  
J. Cotton  
1-16-02*

## SCHWEGMAN ■ LUNDBERG ■ WOESSNER ■ KLUTH

PATENT, TRADEMARK &amp; COPYRIGHT ATTORNEYS

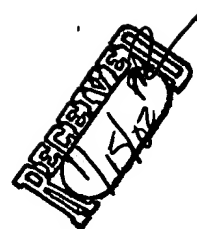
P.O. Box 2938

Minneapolis, MN 55402

Telephone (612) 373-6900

Facsimile (612) 339-3061

Office



January 15, 2002

Time: 1:15 P.M.  
(Minneapolis, Minn.)TO: Commissioner for Patents  
Attn: Examiner Dick Fults  
Patent Examining Corps  
Facsimile Center  
Washington, D.C. 20231FROM: Rodney L. LacyOUR REF: 494.005US1TELEPHONE: (612) 373-6954FAX NUMBER 703-746-7239

\* Please deliver to Examiner Dick Fults in Art Unit 2761. \*

## FORMAL RESPONSE - PLEASE ENTER

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In re. Patent Application of: Joseph C. Jenniges et al.Examiner: Dick FultsSerial No.: 09/637,728Group Art Unit: 2761Filed: August 11, 2000Docket No.: 494.005US1Title: COMPUTERIZED AUCTION SYSTEM FOR USE WITH MULTIPLE PURCHASING MEDIA

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